

	CWA	Comments
Literature Review	\$ 1,520	In coordination with staff
Review Strategic Plan	\$ 880	In coordination with staff
Develop Citizen District Council		This will be done by staff
Framework Plan Evaluation	\$ 3,530	
Market Study	\$ 36,735	
- Demographics & Socio-economics	✓	
- Retail Market Data	✓	
- Real Estate/Housing Study	✓	
- Community Information	✓	Includes a study of community services, public utilities and facilities.
Existing Conditions Analysis	✓	
Community engagement/downtown visioning	\$ 14,370	Includes a series of work sessions over 3-months or a 3-day charrette.
- Survey	\$17,975 (optional)	Cobalt Foundational Survey.
Downtown Analysis	\$ 6,640	
Benchmark similar communities	\$ 3,380	
Vision confirmation (w/ public)	\$ 11,140	
Framework Plan/Economic Development Framework Plan	\$ 14,160	
Update to DDA Development and TIF Plans		Included in Framework Plan.
Misc.	\$ 200	
Total :	\$ 92,555	
Total with Options:	\$ 110,530	Foundational Survey (\$17,975)

Proposal to set the budget not to exceed:	\$ 110,000
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Added cost for services not contemplated:	\$ 15,000
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Total Budget for DDA	\$ 125,000
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CIB Initial Proposal	CIB Amended Proposal	Comment
\$ 4,220	\$ 4,000	Project administration and kick-off meeting included with Literature Review
	✓	Conducted as part of Framework Plan Evaluation
		This will be done by staff
\$ 7,800	\$ 3,500	
\$ 58,500	\$ 33,000	
✓	✓	
✓	✓ (\$11,000 Optional)	Includes a more limited retail leakage analysis and report, compared with the scope of work initially proposed. As an option, elements from the initial proposal could be added to produce a more complete analysis, for an additional fee of \$11,000.
✓	✓	
✓	✓	
\$ 12,000	\$ 12,500	In addition to study of community services, public utilities and related facilities, CIB includes analysis of Downtown built environment, w/strategies for site specific development opportunities and aesthetics, attractions, and walkability study with strategies to attract visitors and residents to the downtown.
\$40,000 (optional)	\$ 15,500	Includes electronic survey (\$2,500), parking needs study and parking plan and strategies (\$13,500) for a total of \$15,500. Since we had a parking study done in 2018, we can substitute Optional Services, such as Mobility Study (\$3,000), Pop-up booth at summer events/farmers market (\$3,500), and Community Open House (\$4,500) for the parking needs study and parking plan/strategies (\$11,000).
Included above as optional	✓	Included above in Community Information/Existing Conditions Analysis
	✓	Included above in Community Information/Existing Conditions Analysis
\$ 6,500	\$6,500 (optional)	
	✓	Included as part of Community Engagement/Community Visioning, if Community Open House Option is selected, as described above.
\$ 15,000	\$ 12,900	
\$ 10,000	\$ 15,000	Initial proposal did not include participation in adoption process. It will not cost \$5,000 to adopt the plan.
\$ 114,020	\$ 96,400	There must have been an error in the revised CIB proposal spreadsheet. The revised proposal totals \$96,400, not \$99,900.
\$ 154,020	\$ 111,400	There must have been a error in the initial CIB proposal spreadsheet. The fees, including all options total \$154,020, not \$161,820. Eliminate the parking study, plan and strategies (\$13,500), but add the Mobility Study, Pop-up Booth at Summer Events/Farmers Market, Community Open House (\$11,000), Benchmarking Analysis (\$6,500) and additional Retail Study elements (\$11,000).

McKenna	Comments
\$ 3,000	
\$ 2,000	
\$ 3,000	This will be done by staff
\$ 5,000	
\$ 30,000	
\$ 5,000	
\$ 13,000	
\$ 13,500	
\$ 5,000	
\$ 79,500	
	No options offered